

FRANCE: A THRIVING EXPORT HUB

KEY INFO IN

10
POINTS





1

▶ RISING FRENCH EXPORTS

French goods exports grew 4.5% in 2017, the largest rise since 2011, to a total of €473 billion.

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▶ EXPORTING IS KEY FOR BUSINESSES BASED IN FRANCE

Businesses exporting from France are very internationally focused; 85% of exporters surveyed see exporting as a decisive part of their strategy. (Kantar Public/Business France survey)

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▶ FRANCE AMONG THE WORLD'S LEADING EXPORTERS

France is the second largest aerospace exporter, accounting for 16% of global exports, and the leading exporter of perfumes and cosmetics, with a global export share of 13.8%.

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▶ SPECIALISMS IN SECTORS OF EXCELLENCE

France has trade surpluses in many cutting-edge industries, including aerospace (€17.4 billion in 2017), beverages (€12.3 billion), perfumes and cosmetics (€10.6 billion), pharmaceuticals (€3.3 billion), and chemicals (€2.8 billion).

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▶ EASY ACCESS TO EUROPEAN MARKETS

EU countries receive 59% of French exports; the three largest markets are Germany (14.8%), Spain (7.7%) and Italy (7.6%). France is seen as an attractive springboard into other European markets for 90% of companies surveyed; 95% of them already export into these markets. (Kantar Public/Business France survey)

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▶ A GATEWAY TO AFRICAN MARKETS

France is the leading European exporter to Africa (6.3% market share in 2016); 83% of foreign companies surveyed view France as a springboard into African markets, while 68% already export to at least one African nation. Foreign companies exporting to Africa do so primarily to Morocco (72%), Tunisia (50%) and Algeria (43%).

7

▶ EXPORTING REGIONAL EXPERTISE

Some French regions clearly specialize in specific sectors: nearly three-quarters of exports from Occitanie (south-west France) in 2017 were from the aerospace industry; more than one-third of Brittany's exports were in the food sector; while Provence-Alpes-Côte d'Azur, Auvergne-Rhône-Alpes, Centre-Val de Loire and Normandie all stood out for chemical and pharmaceutical exports.

8

▶ EXPORTERS OF EVERY COMPANY SIZE

The French export industry in 2017 was dominated by SMEs in company numbers (95%), but by large and mid-size companies in export value (87%). Mid-size companies made up 4% of exporters in 2017, but accounted for 35% of export sales.

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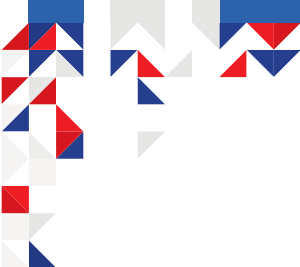
▶ DYNAMIC MID-SIZE COMPANIES AND SME EXPORTERS IN 2017

Analysis of French exporters by company category reveals that mid-size companies saw a rise in export revenues of 6.2% in 2017, while SMEs also saw a clear improvement in export sales, with export value up 3.9%.


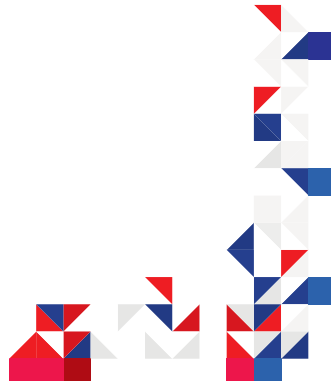
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▶ MADE IN FRANCE

France's key strengths identified in surveys of foreign businesses established in France include the quality of products and services in France (over 90% of respondents), France's reputation, the stability of the euro, effective nationwide logistics and transport infrastructure. (Kantar Public/Business France survey)

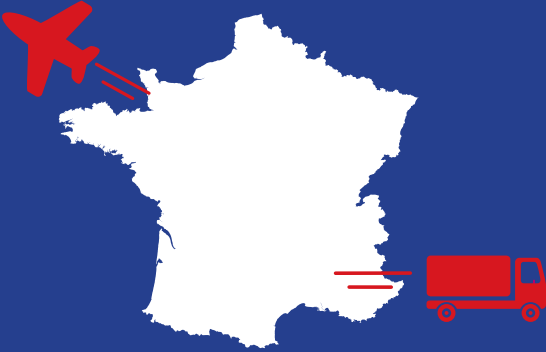


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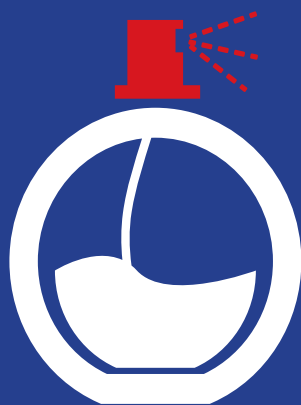
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4.5%

**RISE IN
FRENCH GOODS
EXPORTS IN 2017**

FRANCE:



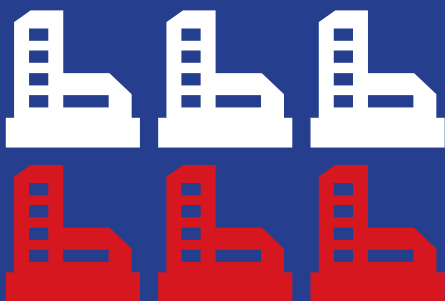
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**GLOBAL EXPORTER
OF PERFUMES
AND COSMETICS**

FRANCE:



**EUROPEAN SUPPLIER
TO AFRICA**



6.2%

**RISE IN EXPORTS
BY MID-SIZE COMPANIES
IN 2017**